

EVENT SELECTION  
DATA SHEET

DATE: November 7, 1984

CITY/STATE: Memphis, TN POPULATION: \_\_\_\_\_  
FESTIVAL: Memphis in May  
LOCATION: Downtown Memphis on Mississippi River  
DATES: 5 weekends in May ATTENDANCE: 800 M  
CONTACT NAME: Tim Austin TITLE: Executive Director  
ORGANIZATION: Memphis in May (independent production company)  
PHONE: 901-525-4611  
FESTIVAL ACTIVITIES: Different theme for each weekend: country,  
international children, jazz and rock, sunset symphony w/fireworks

PREVIOUS SPONSORS: Federal Express, Holiday Inn, Coppertone  
CURRENT SPONSORS: Same  
1985 BUDGET: No estimate yet  
CLIENT TO SPONSOR FIREWORKS: Yes  
CLIENT TO SAMPLE: Yes  
CLIENT ALLOWED BOOTH FOR GIVEAWAYS: Yes  
ENTRY TICKETS NUMBERED: No - admission free  
CLIENT ALLOWED SIGNAGE: Yes - size limitations - they make their  
own big signs with sponsor names  
ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS  
(POSTERS, PROGRAM, RADIO, TV, ETC.): yes

IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS: \_\_\_\_\_  
HOW MANY LOCAL TV STATIONS: 5 RADIO: 20 NEWSPAPERS: 1  
ADDITIONAL INFORMATION: They have custom tee-shirts for each  
sponsored event.

ATTACHMENT yes

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